DORAL Taste

The Perfect Combination Has A Great New Look!

DORAL Value

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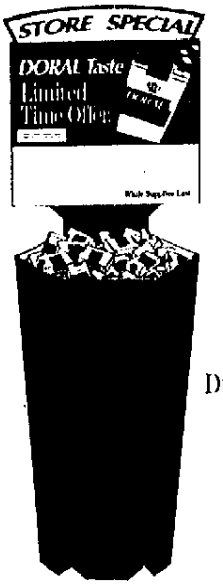
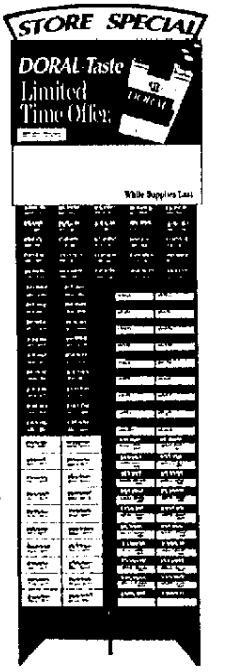
Source: https://www.industrydocuments.ucsf.edu/docs/gpvp0000

RETAIL SUPPORT

Store Special POS To Assist With Current Product Sell-through



Dump Bin



90 Carton Floor Base Display

Store Special Arrow

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CONSUMER SUPPORT

Outdoor Media Builds Awareness

30-sheet Billboard

Consumer Satisfaction

1-800 hotline fields consumer requests, questions and comments.

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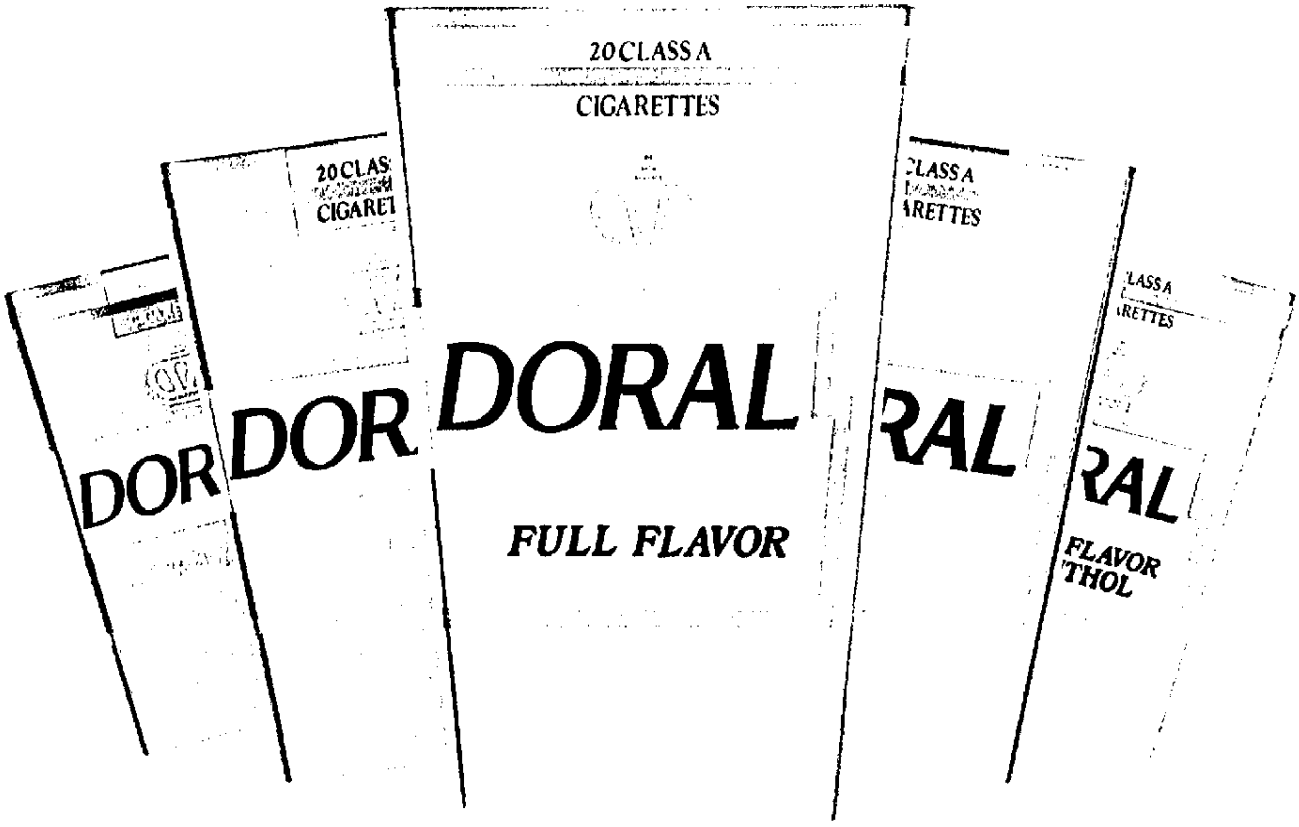
Now Doral Looks As Good As It Tastes!



The Same Great Cigarette In A Great New Package!

- In test markets, the response to Doral's new packaging was excellent:
  - Trial of Doral and overall share of market increased.
  - Adult smokers' perceptions of Doral Taste and Quality were significantly improved.
- Here's your opportunity to increase sales, with a complete marketing and promotions support package:
  - Impactful POS introduces Doral's great new look in 20 key pieces.
  - Direct mail with special savings encourages trial and continuous purchase.

That's why DORAL is...

The Perfect Combination of Taste & Value

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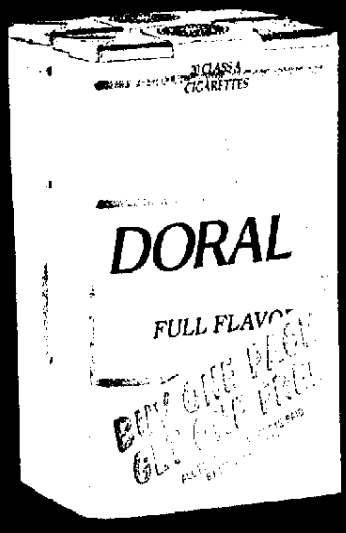
NEW PACKAGING INTRO

B1G1F Pack Promotion



B1G1F Packs

Carton Promotions

- Buy One Carton--Get 5 Packs Free
  60-carton Display
- $4 Mail-in Offer

Introductory POS

Large Paster

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Source: https://www.industrydocuments.ucsf.edu/docs/gpvp0000

DORAL

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The Perfect Combination of Taste & Value

1993 R.J. REYNOLDS TOBACCO CO.

PTD IN USA 456002

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